

1 of 4

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A		:30	\$325.00	10/17-10/19	3	1	3	\$975.00	
		Buyline Comment: 6A NEWS										
	2	W-F	7A-9A		:30	\$325.00	10/17-10/19	3	1	3	\$975.00	
		Buyline Comment: GD MRN AMR										
	3	W	10A-11A		:30	\$550.00	10/17-10/17	1	1	1	\$550.00	
		Buyline Comment: THE VIEW										
	4	M-TU	10A-11A		:30	\$550.00	10/22-10/23	2	1	2	\$1,100.00	
		Buyline Comment: THE VIEW										
	5	M-TU	6A-7A		:30	\$325.00	10/22-10/23	2	1	2	\$650.00	
		Buyline Comment: 6A NEWS										
	6	M-TU	7A-9A		:30	\$325.00	10/22-10/23	2	1	2	\$650.00	
		Buyline Comment: GD MRN AMR										
	7	W-TH	11A-12P		:30	\$300.00	10/17-10/18	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	8	M	11A-12P		:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
		Buyline Comment: NEWS										

Station KTNV-TV LAS VEGAS, NV

Advertiser () .JOE HECK 4 CONGRESS

Product JOE HECK

Estimate# 2937

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Agency () STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2937

Flight Dates 10/17/2012 - 10/23/2012

Hiatus Weeks

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	9	TH	3P-330P		:30	\$250.00	10/18-10/18	1	1	1	\$250.00	
				Buyline Comment: MILLIONAIRE								
	10	M	3P-330P		:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
				Buyline Comment: MILLIONAIRE								
	11	W-TH	4P-5P		:30	\$200.00	10/17-10/18	2	1	2	\$400.00	
				Buyline Comment: JUDGE JUDY								
	12	W-F	5P-530P		:30	\$350.00	10/17-10/19	3	1	3	\$1,050.00	
				Buyline Comment: NEWS								
	13	M	5P-530P		:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
				Buyline Comment: NEWS								
	14	W-F	6P-630P		:30	\$400.00	10/17-10/19	3	1	3	\$1,200.00	
				Buyline Comment: NEWS								
	15	M-TU	6P-630P		:30	\$400.00	10/22-10/23	2	1	2	\$800.00	
				Buyline Comment: NEWS								
	16	W,F	730P-8P		:30	\$350.00	10/17-10/19	2	1	2	\$700.00	
				Buyline Comment: MILLIONAIRE								
	17	M-TU	730P-8P		:30	\$350.00	10/22-10/23	2	1	2	\$700.00	
				Buyline Comment: MILLIONAIRE								
	18	W-F	11P-1135P		:30	\$600.00	10/17-10/19	3	1	3	\$1,800.00	
				Buyline Comment: NEWS								
	19	M-TU	11P-1135P		:30	\$600.00	10/22-10/23	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								

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	20	W-F	1135P-1205A		:30	\$600.00	10/17-10/19	3	1	3	\$1,800.00	
				Buyline Comment: ABC NITELINE								
	21	M-TU	1135P-1205A		:30	\$600.00	10/22-10/23	2	1	2	\$1,200.00	
				Buyline Comment: ABC NITELINE								
	22	SA	7A-8A		:30	\$275.00	10/20-10/20	1	1	1	\$275.00	
				Buyline Comment: GD MRN SAT								
	23	SA	11P-1135P		:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
				Buyline Comment: NEWS								
	24	SU	6A-7A		:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
				Buyline Comment: NEWS								
	25	SU	7A-8A		:30	\$275.00	10/21-10/21	1	1	1	\$275.00	
				Buyline Comment: GD MRN SUN								
	26	SU	8A-9A		:30	\$275.00	10/21-10/21	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	27	SU	6P-630P		:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
				Buyline Comment: NEWS								
	28	SU	11P-1135P		:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
				Buyline Comment: NEWS								
	29	M	8P-10P		:30	\$5,000.00	10/22-10/22	1	1	1	\$5,000.00	
				Buyline Comment: DANCING WITH THE STARS								
	30	M	10P-11P		:30	\$2,750.00	10/22-10/22	1	1	1	\$2,750.00	
				Buyline Comment: CASTLE								

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	31	F	10P-11P		:30	\$2,000.00	10/19-10/19	1	1	1	\$2,000.00	
			Buyline Comment: 20/20									
	32	SA	5P-830P		:30	\$1,500.00	10/20-10/20	2	1	2	\$3,000.00	
			Buyline Comment: COLLEGE FOOTBALL									

---REPORT TOTALS---

Report Totals: 55 / \$32,825.00

---SALES MONTHLY TOTALS---

Oct 12: 55 / \$32,825.00

Sales Totals: 55 / \$32,825.00

Station Totals: 55 / \$32,825.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$126,250	KBLR	0%	KLAS	34%	KSNV	31%	KTNV	26%	KTUD	1%
		KVCW	0%	KVMY	4%	KVVU	4%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE